IN THE CLAIMS

Please consider the claims as follows:

1. (previously presented) In an interactive information distribution system containing service provider equipment and subscriber equipment that is interconnected by a communications network, a method of providing a subscription-on-demand service, comprising:

providing a set of more than two on-demand programs;

packaging the set into a subset having at least two on-demand programs of the set of on-demand programs;

providing a user interface having the subset as a selectable object, the user interface configured to allow selection of the selectable object representing the subset of the at least two on-demand programs to be purchased as a package for on-demand access;

receiving a selection of one of the subset of the at least two on-demand programs; and

immediately providing said selection in its entirety if a price of said selection is zero or providing an option to purchase the selection a la carte if said price of said selection is non-zero.

2. (original) The method of claim 1 further comprising in response to selection of the selectable object representing the subset of the at least two on-demand programs, causing subscription to the programming package.

3. (original) The method of claim 1 further comprising providing a time limited access period to the subset of the at least two on-demand programs without incurring an additional fee.

4. (original) The method of claim 1 further comprising providing a time limited to access period to the subset of the at least two on-demand programs.

5. (original) The method of claim 1 further comprising providing subscription to the package at a predefined price.

6. (original) The method of claim 5 wherein the predefined price is a one-time access fee.

7. (original) The method of claim 6 wherein the one-time access fee has a time-limited period of access.

8. (previously presented) The method of claim 1, wherein the at least two on-demand programs comprise a hierarchical package of programming.

9. (previously presented) The method of claim 8, wherein the hierarchical package of programming comprises multiple program packages including a top level package including all of the at least two on-demand programs and at least one particular package including only a portion of the at least two on-demand programs.

10. (previously presented) The method of claim 9, wherein each of the at least one particular packages includes a respective portion of the at least two on-demand programs.

11. (previously presented) The method of claim 10, wherein the respective portions respective portion of the at least two on-demand programs are defined according to content categories.

12. (previously presented) The method of claim 9, wherein the top level package comprises sports content, and the particular packages comprise one or more of particular sports, particular teams, amateur sports, professional sports, team sports, individual sports and player genders.

13. (previously presented) The method of claim 9, wherein at least one particular package is user defined to enable a personal subscription on demand (SOD) service.

14. (previously presented) The method of claim 8, further comprising:
in response to selection of a selectable object representing a top level of the hierarchical package of programming, causing subscription to the top level of the hierarchical package of programming.

15. (previously presented) The method of claim 8, further comprising:
in response to selection of a selectable object representing a particular level of the hierarchical package of programming, causing subscription to the particular level of the hierarchical package of programming.

16. (previously presented) The method of claim 8, further comprising:
in response to selection of multiple selectable objects representing respective packages or programming, causing subscription to the multiple packages of programming.

17. (previously presented) The method of claim 16, further comprising:
constraining the pricing of the subscription to the multiple packages of programming to a predefined price for a predefined time period.

18. (previously presented) The method of claim 13, further comprising:
dynamically adapting programming subsets associated with a personal SOD service, the personal SOD service providing the content subsets at a predefined price for a predefined time period.

19. (previously presented) The method of claim 13, further comprising:
automatically renewing a SOD service upon expiration of a predefined time period.